CANADIAN MOVING PICTURE

DIGEST

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Cardinal Lauds J. J. Fitzgibbons

By JAY L. SMITH

Lots of hoorah in the daily press and our contemporary about potential feature-length production at Arthur Gottlieb's Canadian Film Industries Ltd. studios out on the Lakeshore Road in Toronto. According to the press reports, Dave Coplan, managing director of Canadian Film Industries Ltd., and its subsidiaries, including the newly reactivated Dominion Productions Ltd., is planning a vast expansion program totalling some $750,000.

Included in the expansion plans are a huge sound stage, 100 by 150 feet, new RCA sound equipment to enable the printing of 4-track magnetic sound prints, and a new Gevaert color bath. When all improvements are completed, Canadian Film Industries Ltd. will be in the position of being able to provide facilities for production and development of feature-length Cinemascope productions in color.

In the meantime, The Digest learned over the week-end, that the J. Arthur Rank Organization has already started negotiations for the production in Canada of a feature film entitled "Kinderspiel", in conjunction with Jules Bricken, one of Hollywood's top movie and TV directors. Further details on this production appear elsewhere in this issue of The Digest.

It has also been reported to The Digest that George Justin, well-known TV film producer is investigating the Montreal area for a site on which to build a new studio for the production of TV films, and a possible branch-out into feature film production.

The interesting feature of all this renewed interest in Canadian film production, from The Digest's

(Continued on Page 2)

Industry and FP Head Thanked For St. Mike Campaign Effort

The fourth Annual Toronto Communion Breakfast last Sunday was the scene of one of the most heart-warming tributes ever paid to a leader of the motion picture industry. His Eminence James C. Cardinal McGuigan, who attended for the first time, addressed one of the largest turn-outs in the four years of this annual event. "I wish to take this opportunity," stated the Cardinal, "to thank the industry for two things, first for the use of your theatres on Sundays for the many groups who have no church as yet and second to thank J. J.

(See J. J. FITZGIBBONS Page 2)

Record Excellent States Clare Appel

A letter writen by Clare Appel to the Sask. Labor Minister praised the record of the industry and clarified statements attributed to the Minister in a Regina paper. Excerpts follow:

(See APPEL Page 3)

YOU CAN HELP A CRIPPLED CHILD BY SUPPORTING THE EASTER SEAL CAMPAIGN. DROP IN SLUGS ARE AVAILABLE FOR YOUR NEWSPAPER ADS. IN TORONTO CONTACT FRANK FISHER, JARO, 277 VICTORIA.

Canadian Feature Film Plans Confirmed By Hollyw'd Director

Canadian film production which has steadily and without too much fanfare been a reality for some time has recently been given an extra push with the return to Canada of some top film men and added interest on the part of British and US production experts in the possibilities of shooting in Canada.

The record of the National Film Board and private firms such as Crawley Films, to mention only one and the continued activity of the Canadian Co-op Project has established the name of Canada as a coming source of film production.

It was confirmed this week that one of Hollywood's top film and

(See CANADIAN FILMS Page 3)

CBC's "Investigator" Set For Broadway

"The Investigator," which mushroomed from a radio show on the CBC into a best selling longplay record, will now be expanded into a Broadway stage show. Rights have been obtained by George Brandt. Brandt is aiming for pro-

(See INVESTIGATOR Page 2)

Lancaster Drive-In Approved By N.B. Bd.

Construction of the long discussed outdoor theatre at Lancaster, N.B., is planned for this spring. This was confirmed recently, following a Saint John Zoning Appeal Board announcement that the permit already granted will not be revoked.

The proposed theatre—long a subject of controversy in Lancaster (it dates back almost three years to the time when the Wiggins Bros. first sought permission to build a

(See DRIVE-IN Page 2)

Newspapers List Pix For Kids Matinees

The Toronto evening papers are giving excellent co-operation in the printing of lists of approved pictures for juveniles, as prepared by representatives of the Children's Film Library Committee of Canada for its "Film Estimates."

The recommendations are published usually on Thursdays in advance of Saturday showings,

(See MATINEES Page 2)

Amusement Tax Stays In Alberta No Relief Granted To Exhibitor

Consideration had been given to the possibility of turning the provincial amusement tax over to municipal control but the idea was rejected, Provincial Treasurer C. E. Gerhart told the Alberta legislature recently. He was speaking in opposition to a Liberal request that the tax be abolished. The legislature voted 38 to 11 against the resolution.

Mr. Gerhart said consideration had been given on several occasions to the question of abolish-

(See AMUSEMENT TAX Page 4)

Family Nights Okay

"Family Nights" have gained favor in Ontario theatres. At Hamilton, Manager Mel Jolley of the Century Theatre has adopted the policy of staging a Family Night on Friday with arrange-

(See FAMILY NIGHTS Page 2)

AL TROYER URGES ALL RED CROSS DONATIONS BE SENT IN BY APRIL 15

On the Beam

(Continued from Page 1)

viewpoint, is that the "Free Enterprise" system is in no jeopardy according to all the reported plans. No mention has been made in any of the announcements of any necessity for government subsidy, either by way of "freezing" U.S. distributors' Canadian funds, or by direct Government hand-out.

Certainly there is no reason why feature-length films cannot be produced in Canada, provided the risk capital is available, the technicians are available, the facilities are available, the players are available, and the demand is there. But please, let's have no more "Bush Pilot's or "King's Plates."

I am in receipt of a letter from Lionel Lester, head of National Booking Company, independent booking and buying organization operating in Ontario. The letter reads as follows: — "Dear Jay: Thank you for this weeks' column 'ON THE BEAM.' I was particularly interested in your thinking on the Student price, and am following that up with our National Booking theatres as I think it is an excellent suggestion. Best regards. LIONEL LESTER."

Thanks, Lionel, I have had an opportunity to discuss this Student Price idea with a number of exhibitors, circuit and independent in the past week or so, and all seem to feel that it is about time that we get around to plugging a big hole in our potential revenue.

I can recall in my exhibitor days being lectured by district managers and division managers, as well as other circuit executives, on the importance of developing children's admissions, and I believe that generally speaking, the circuits in Canada, as well as the independents, have done an excellent job in getting children under the age of 12 years, into the movie-going habit Saturday mornings and Saturday afternoons.

As I recall, the main argument advanced by executives, on the paramount importance of kid business, was the fact that the children of today are the adults of tomorrow, and movie-going habits developed at an early age, will be retained at maturity. This is certainly a logical argument, but will that movie-going habit be retained, if between the ages of 13 and 16, for example, juveniles cannot afford to retain the movie-going habit they have acquired?

Far be it from me to tell any exhibitor, circuit or independent, how to run his business, but does it make sense that in these difficult days of theatre operation in Canada, when the cost of living is so high, when we have such terrific competition from Television and other entertainment media, we are cutting our own throats by demanding that youngsters 13 to 16 years of age pay 50, 60 or 70 cents for matinees, and anywhere from 60c to $1.00 at night?

Why, in heaven's name does it make sense for a youngster 12 years old to be able to get into a theatre for 20c or 25c, and for another youngster, 13 years old, to pay three or four times as much? Surely there should be an intermediate price, that will retain the movie-going habit for these youngsters whom we have so carefully developed into movie patrons during their childhood days. Are all of you who are running theatres, so filled at nights or even Saturday afternoons that you can afford to turn away hundreds of potential customers? If you are, then why are most of the exhibitors crying the blues?

In another week, the Easter vacations will be starting for youngsters all over the country. Exhibitors have already booked features that will appeal to family audiences during the Holiday period. How many of you, by failing to establish a student price, have written off hundreds of dollars in matinee and evening business that could be yours? Think it over!

There must be a great deal of hair-pulling and gnashing of teeth among the top brass of the Motion Picture Industry Council and the MPTA of Ontario with the news that this year's Grey Cup finals will be held in Vancouver, B.C., instead of Toronto. At last year's annual meetings of both groups, it was decided that this year's meetings would again be held Grey Cup Week in Toronto, and all hotel reservations were made on that predication. Now, all dates are null and void, as are the reservations. I must admit I don't envy the job Arch Jolley, executive secretary, will have in trying to set new dates for the meetings, and secure new hotel accomodations.

U-I Plans Vista-Vision For "Away All Boats"

In line with Universal-International's policy of making pictures for all types of theatres and all types of screens, Edward Muhl, Vice-President in Charge of Production, announced that "Away All Boats" will be filmed in Vista-Vision as well as Technicolor. It will be the first use of the Vista-Vision process by any major American company except Paramount.

The decision to use VistaVision, Muhl said, was in keeping with the long-established policy of the company, as re-emphasized only recently by Alfred E. Daff, Executive Vice-President, to make its pictures available to the theatres throughout the world in whatever dimension or shape they found most suitable for their needs. It was in pursuance of this policy, he said, that caused U-I to pioneer in development of the wide screen.

AMUSEMENT STOCK QUOTATIONS

For Week Ending March 26, 1955

1954-55 High	1954-55 Low	Stock & Divid. in Dollars	Sales 100s	High	Low	Last	Net Change
		TORONTO STOCK EXCHANGE					
29	19	Fam. Players	29	29	28¼	28⅝	
		N.Y. STOCK EXCHANGE					
28⅛	28⅛	Am. Bd.-Par.	245	27¼	25⅛	27	+1⅞
39¼	31	Col. Pict. ½d	59	33¾	32½	33½	
16½	14⅝	Decca Rec. .70	145	15⅞	15⅜	15½	— ⅛
21⅝	17½	Loew's ¼g	251	18⅞	18⅛	18⅝	+ ¼
40	36	Para. Pict. 2	82	38⅜	36¼	38¼	+1⅝
7⅝	5⅞	Republic Pict.	158	6⅞	6	6¾	+ ⅜
8⅞	7	RKO Pictures	35	8⅛	8	8	— ⅛
9⅞	8½	RKO Theatres .20g	143	9½	9⅛	9½	+ ⅜
22⅝	19⅛	Stan. War. ¼g	76	21	20½	20¾	+ ⅛
31⅝	25⅛	Twent. Cen. 1.60a	193	28	26¼	27¾	+1⅛
30⅞	26¾	Univ. Pict. 1a	19	29¼	28½	28⅝	+ ⅜
20⅜	18¼	Warn. Bros. 1.20	29	19¼	18¾	18¾	— ¼
		AMERICAN STOCK EXCHANGE					
5⅜	4	Allied Art. .10a	55	4⅝	4¼	4⅝	+ ⅛

UNLISTED STOCK

	Bid	Asked
Para, Oshawa Theatres	12.50	
Skyway Drive-In Theatre	1.25	$2.00
Cons. Theatres "A"	7.50	8.50
Cons. Theatres "B"	3.50	4.25
Loew's Thea.	102	105
United Amuse. A	9	12

Quotations, Courtesy of

J. H. CRANG & CO.

40 Adelaide W., Toronto

J. J. FITZGIBBONS

(Continued from Page 1)

Fitzgibbons. He was the human instrument behind the success of the St. Michael's Hospital Campaign, its greatest supporter, its greatest driving-power."

The Cardinal thanked the entire industry for surpassing its objective in the Drive and urged those assembled to "go on firmly and strongly and try with all your souls to help young people. In your work you have untold opportunities for good . . . to teach, to entertain, to give inspiration."

Preceeding the address by the Cardinal, Toastmaster Win Barron in his opening remarks emphasized that the gathering was an example to other faiths in our business. Mr. J. J. Fitzgibbons before introducing the Cardinal stressed the importance of raising families, "that can be proud of your profession." Reverend Gerrard McKernan was the concluding speaker, painting graphically his experience in China.

Co-chairmen for the Communion Breakfast were J. J. Fitzgibbons, Jr. and Clare Appel.

DRIVE-IN

(Continued from Page 1)

drive-in), will be constructed on a Manawagonish road area owned by Brothers James, Rodney and Wellington Wiggins, who announce they will commence construction as soon as the frost is out of the ground.

MATINEES

(Continued from Page 1)

along with the brief comments on what has become known as the "Blue Sheet." The Telegram has been including the names of neighborhood theatres along with the approved programs.

INVESTIGATOR

(Continued from Page 1)

duction in the early fall.

"The Investigator" is one of the freaks in the amusement business. Written by Reuben Shipp for the CBC, the record was produced in the U.S. by Radio Rarities Inc.

FAMILY NIGHTS

(Continued from Page 1)

ments for groups of relatives.

R. E. Maynard of the Rialto Theatre, Ottawa, offers the plan on Saturday nights when the whole family is admitted for a flat $1 for the two parents, the children enjoying the show for free.

CANADIAN FILMS

(Continued from Page 1)

TV directors, Jules Bricken, has started negotiations with the J. Arthur Rank Organization for the co-production, here in Canada, of a feature film titled "Kinderspiel."

Bricken, the director of the Ray Milland TV show and formerly director of the Ford Theatre TV show was actively engaged in feature film production in New York prior to going to Hollywood. "Carnegie Hall" and "Portrait of Jenny" are two of the better known films whose production he participated in. Negotiations in Canada are being carried on by Julian Roffman of Meridian Productions, representing Bricken and Chris Salmon of the Rank Organization.

The Bricken group, backed by a top Hollywood film lawyer and agent and a sizeable sum of money have a finished shooting script, a producer, a director and one of Hollywood's top cameraman ready for an immediate start, as soon as negotiations are completed. The cameraman is Joe Brown, who re-recently finished filming of "Cinerama Holiday."

Metro Experimenting With CinemaScope

Metro-Goldwyn-Mayer, first to follow Twentieth Century-Fox into CinemaScope, has decided to do some experimenting with the process. It will be used with black-and-white photography for "Trial." Fox used color film in introducing CinemaScope, establishing a pattern for the industry.

The sharp rise in the use of color since the Fox wide-screen system made its debut two years ago is demonstrated in a report made to the Motion Picture Association of America by its production code office in Hollywood.

The figures show that last year, for the first time, more color was used than black-and-white film. In 1954, of pictures inspected by the code office, 58.4 per cent were in color, 41.6 per cent were in black and white. In 1953: color, 42.7 per cent;black and white, 57.3 per cent. In 1952: color 39.8 per cent; black and white, 76.2 per cent.

Metro-Goldwyn-Mayer apparently feels black and white photography will enhance the realism of "Trial," based on the Don Mankiewicz novel about a Mexican youth.

Across the Country

Toronto and District

Although, at times, it hasn't seemed like spring, let alone any sign of approaching summer, another drive-in, the Twilite at London unwrapped its screen for the season Friday night, Mar. 25. with a dual, "Three Little Words" and "House of Wax."

The Twilite is an operation of J. Dydzak who previously had opened his Windsor and Clappison Drive-Ins.

• • •

Famous Players' "Show of the Week" policy was revived after a brief lapse at eight key neighborhood units although some of them continue to feature "Ladies Nights" with free gifts Monday to Thursday inclusive.

The Show of the Week starting Mar. 21 nas topped by "Broken Lance," the theatres being the Beach, Bloor, Capitol, College, Palace, Parkdale, Oakwood and Runnymede.

• • •

Beniamino Gigli the veteran Italian tenor who has appeared in several Italian operatic films, has prepared to make one more concert tour before accepting retirement. Tentative dates have been drawn up including Ontario appearances. He has been definitely been set in for May 16 at the Capitol Theatre, Ottawa.

Maritimes

Les Sprague of the Gaiety Theatre, Lancaster, N.B., is going after the ladies' trade with programs appealing especially to them—under the title of "Soap Operas." Along with this, Mr. Sprague plans to have a tie-up with some soap manufacturing company handing out samples.

• • •

Mr. Jack Horner, manager of the Strand, Saint John (Odeon-Garson Theatres) met with a sad bereavement in the death of his young son which occurred in the Saint John General Hospital. The body was taken to the home of the grandparents in Dartmouth, Nova Scotia, from where the child's funeral was held.

• • •

Mr. Jack Fitzpatrick of Fitzpatrick's Transfer who services all the Film Exchanges and theatres is handing out cigars this week, the occasion being the birth of a daughter.

Winnipeg

When the budget was brought down in the Manitoba Legislature Wednesday, March 23rd, theatre men learned that the amusement tax was to stay. Mr. Turner, Provincial Treasurer, promised theatre owners the government would continue to give "serious attention" to their request that tickets priced from 25 to 50 cents be exempted from amusement tax.

• • •

Congratulations to George Dowbiggin, of Famous Players, and Mrs. Dowbiggin, on the occasion of their 30th Anniversary, March 24.

• • •

Dominion Sound Equipment reports that Rothstein Theatres have just finished installation of stereophonic sound equipment in the Garry, Selkirk, Tower, Yorkton, and Roxy, Saskatoon, while CinemaScope has gone into Wilkie, Assiniboia and the Roxy, Yorkton.

• • •

Glad to report that "Goldie" Dagg, of Birch River, is finally home, recuperating from his recent illness. Fort William Beavers, in the city competing against Winnipeg Maroons for a berth in the Allan Cup playoffs, were guests of Famous Players at one of their theatres.

• • •

Dick Houston, Dominion Sound Equipment, is very busy these days. Dick is chairman of the Roy Ward Dickson Fun Parade, sponsored by the Lions Club of Winnipeg, and set for April 18-19-20 in the Winnipeg Auditorium.

APPEL

(Continued from Page 1)

"Recently the Regina Leader-post quoted you as saying: 'Hollywood producers are more interested in making money than turning out decent moral films. Were it not for crime, murders, lust, sex and robbery serving as a basis for their stories, half of these producers would starve or have to go to work'."

"Knowing the policy of some newspapers to reach for words that convey to their readers exactly those things of which motion pictures are said to portray, I cannot believe that you have been quoted correctly.

"It must be evident to those who know something of the motion picture industry that motion pictures can never become more than mass entertainment if the producer is to receive a return on his investment. The public has determined that fact many times in the past in denying its patronage to fine artistic pictures which have been produced. And it should be noted that no other industry in the world invests so many millions of dollars each year in a constant and highly competitive struggle to produce an article which the public will buy. It is indeed a credit to the industry that it produces as many fine films as it does."

Calgary Branch Leads In JARO Drive

Frank Scott's Calgary Office is holding the lead at the end of the fourth week of the JARO Tenth Anniversary Billings Drive. But Bob Johnson in Montreal is only .4% behind him.

In third place is Vancouver.

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Quebec Theatre Owners Hold 1st General Meeting In Montreal

The first meeting of the Quebec Theatre Owners Association was held at the Mount Royal Hotel, Wednesday, March 23. Despite the adverse weather conditions, members plus interested exhibitors showed up for the sessions.

One of the main items discussed was the hope of changing the children's law which at the present time prevents them from attending movie theatres. It was pointed out that this law was obsolete and should be revised, in light of the many fine family films now available.

Alfred Starrr, past President and Chairman of the Board of TOA was the guest speaker at the afternoon session and the dinner that followed. He spoke at length at the session and reminded his listeners of the principle of self-preservation through unity, especially at this time.

Major outcome of this first meeting was the formation of a buying and booking agency, which will be launched immediately.

At the dinner, following the day's sessions, President E. N. Tabah advised all present that the idea behind the formation of the Association was not to intimidate anyone, but to work harmoniously with all other existing groups. Mr. Starr, speaking at the dinner, appealed to distributors' representatives to be tolerant of the difficulties exhibitors find themselves in today, as a result of TV competition.

Gerry Chernoff, President of Montreal's Film Board of Trade also spoke at the dinner and informed those present of the willingness of the film exchanges to foster better relationship between exhibitor and distributor. The Board of Directors of the Association are: E. N. Tabah, President; E. Gauthier, 1st Vice-President; A. Berthiaume, 2nd Vice-President; G. Y. Hurteau, Secretary; H. David, Treasurer and J. H. Strauss, Chairman of Executive Committee.

Some of the independent exhibitors who attended were: M. E. Lodge, Richmond; A. Allard, Laval West; S. J. Martin, East Angus; Dr. J. E. Guibord, Grand 'Mere; J. Ruel, St. Charles de Bellechasse, J. Cote, Sayabec; D. Paquin, Hull; B. Gagnon, St. Felicien (Lac St. John); J. N. Gagner, Ville Marie (Temiskaming).

UA SIGNS MATURE

Victor Mature has formed an independent motion picture production company that will make six films for United Artists' release over a five-year period, with the noted actor starring in at least 3.

THE TEN COMMANDMENTS

Cecil B. DeMille has chosen Judith Anderson, one of America's most illustrious and honored actresses, for a major role in "The Ten Commandments," his Vista-Vision drama of Moses.

J. J. FITZGIBBONS, president and managing director of Famous Players Canadian, chats with star Danny Kaye on set of "The Court Jester" at Paramount Studio, Hollywood. Flanking Mr. Fitzgibbons are Adolph Zukor (right), and Paramount's executive producer Don Hartman.

Jenkins-First, Tyers-Second At Half Way Point In Odeon Contest

"OPERATION 26," Odeon's Better Management Contest has reached the half way point of no return.

Leading the Showmanship & Attendance League are Al Jenkins of the Vogue - Vancouver, in first place; Wannie Tyers, Hyland, Toronto, in second place and Roy McCleod of the Hastings, Vancouver, in third place. Close behind and breathing down their necks are Barry Carnon, Fairlawn, Toronto; John Melanson, Oxford, Halifax; and Mrs. Constance Smithe of the Odeon-Duncan, B.C.

In the Confections League, veteran showman Willard Fawcett of the McCarthy, Belleville, is steaming way out in front, followed by Bill Britt (now at the Roxy, Newmarket) Paradise, Toronto, in second place; and Al Miner of the Cremazie, Montreal, in third place. Immediate runners up in Confections League are John Farr, Odeon, North Sydney; Frank Lawson, Danforth, Toronto; and Ron McGill, Windsor, Hamilton.

Three managers are tied for first place in the Theatre Maintenance & Operation League. These are Marcel Desjardins at the Rex, St. Jerome; Mrs. L. Wilkie, Avenue, Edmonton; and Charles Owen at the Roxy, Edmonton. Tied for second place are Ernie Sauer and Bob Fraser of the Odeon North and West Vancouver respectively; and tied for third position are Don Gauld, Odeon, Fort William; and Mrs. Freda Drake of the Sapperton, New Westminister, B.C.

In the Combined Operations League, which comprises the combined standings of Showmanship & Attendance, Confections and Maintenance Leagues reduced to a proportionate standing. John Melanson of the Oxford, Halifax, is in first place. Roy McLeod, Hastings, Vancouver, is second and close behind is Barry Carnon, Toronto-Fairlawn; followed by Ray Resky, Broadway, Saskatoon, and J. R. Gaboury, Villeray, Montreal who are tied; Willard Fawcett, McCarthy, Belleville; Wannie Tyers, Hyland, Toronto, and Al Jenkins, Vancouver-Vogue, tied; Lou Golden, Beacon, Winnipeg, and Bill Russell, Tivoli, Saskatoon, tied; and Don Robertson, Garrick, Winnipeg.

AMUSEMENT TAX

(Continued from Page 1)

ing the tax but the conclusion was that action should not be taken "at this time."

Theatre owners had told the government abolition of the amusement tax would not mean a reduction in admission prices, he said.

Mr. Gerhart reported that of the $1,100,000 the government obtains from the amusement tax, $885,682 is from the motion picture theatres. Dances provide $32,064; professional sports, $162,605, and such activities as celebrity concerts and ice shows a total of $42,142.

In answer to the contention of J. Harper Prowse, Liberal opposition leader, that it is a nuisance tax and not necessary for revenue in view of the government's share of oil and gas revenues, the minister claimed the tax is "voluntary" and a person does not have to pay it. He was implying that a person could avoid paying it by not attending those functions where amusement tax is added to the admission price.

In connection with turning it over to the municipalities, he said 2½ years ago the urban municipalities rejected the proposal and then, a year ago, agreed to it, provided the government collected it. One of the objections of small urban centres to collecting the tax, he indicated, was the concern of town councils that theatre managers would put pressure on by pointing out the town was taxing their patrons but not those of the drug store, the cafe or grocery store.

Mr. Gerhart claimed the municipalities are receiving part of the amusement tax because it is part of the general revenue fund from which some municipal grants are made.

Mr. Prowse said Mr. Gerhart's argument that it is a tax the citizen does not have to pay is like saying "you don't have to eat."

Fox Earnings For '54 Almost Double Over '53

Twentieth Century - Fox Film Corporation and wholly - owned subsidiaries reported consolidated net earnings of $8,044,524 for the year (52 weeks) ended December 25, 1954. This amounted to $3.04 per share on the 2,644,486 shares of common stock outstanding.

Comparable operations for the year (52 weeks) of 1953 showed net earnings of $4,560,887 which amounted to $1.65 on the 2,769,486 shares of common stock then outstanding.

TRANS-CANADA

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. Bridges at Toko-Ri (Para.) Tech. with Wm. Holden.

SHEA'S
The Americano (RKO) Tech. with Glenn Ford and Frank Lovejoy.

ODEON & FAIRLAWN
2nd wk. The Long Gray Line (Col.) C'Scope and Tech. with Tyrone Power.

HYLAND & CHRISTIE
4th wk. Mr. Hulot's Holiday (JARO).

LOEW'S
Hit the Deck (MGM) C'Scope & Color with Jane Powell and Tony Martin.

UPTOWN
Captain Lightfoot (E-U) C'Scope and Tech. With Rock Hudson.

UNIVERSITY & EGLINTON
The Racers (20th-Fox) C'Scope and De-Luxe Color with Kirk Douglas.

DOWNTOWN
Big Combo (AA) and Murder Is My Beat (AA).

TOWNE CINEMA
Tomorrow Is Forever (Alliance) with Claudette Colbert and Orson Welles.

MONTREAL

CAPITOL
2nd wk. The Racers (20th-Fox) C'Scope and DeLuxe Color with Kirk Douglas.

LOEW'S
Jupiter's Darling (MGM) C'Scope and Color with Esther Williams and Howard Keel.

PALACE
Bad Day at Black Rock (MGM) C'Scope and Color with Spencer Tracy.

PRINCESS
Conquest of Space (Para.) Tech. with Walter Brooke.

ORPHEUM
Tarzan's Hidden Jungle (RKO) with Gordon Scott.

AVENUE
2nd wk. Mr. Hulot's Holiday (JARO).

WINNIPEG

CAPITOL
2nd wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

MET
Green Fire (MGM) C'Scope and Color with Stewart Granger.

ODEON
The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

GARRICK
Abbott & Costello Meet the Keystone Kops (E-U) and Four Guns to the Border (E-U).

GAIETY
Deep in My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

VALOUR
Julius Caesar (MGM) with Marlon Brando and James Mason.

CALGARY

CAPITOL
The Country Girl (Para.) with Bing Crosby and Grace Kelly.

PALACE
Many Rivers to Cross (MGM) C'Scope and Color with Robert Taylor.

UPTOWN
The Long Gray Line (Col.) C'Scope and Tech. with Tyrone Power and Maureen O'Hara.

GRAND
Battle Cry (WB) C'Scope and Warner-Color with Van Heflin and Aldo Ray.

PLAZA
Doctor in the House (JARO) Tech with Dirk Bogarde.

TIVOLI
Romeo and Juliet (JARO) Tech. with Susan Shenta'l.

VANCOUVER

CAPITOL
Deep in My Heart (MGM) Color with Jose Ferrer.

VOGUE
Captain Lightfoot (E-U) C'Scope and Tech. with Rock Hudson.

ORPHEUM
The Racers (20th-Fox) C'Scope and De-Luxe Color with Kirk Douglas.

PLAZA & FRASER
Timberjack (Rep.) Trucolor with Sterling Hayden and Vera Ralston.

JONAS APPLEGARTH TOURS FOR "BATTLE CRY" Vancouver, (on top), Earl H. Dalgleish, Warner Bros. branch manager, Jonas Applegarth and Ivan Ackery, manager of the Orpheum, Vancouver, Edmonton, (on bottom), Bert Wiber, manager, Capitol, Edmonton, Jonas Applegarth and Arthur Hersh, Warner Bros. Calgary branch manager.

TORONTO COMMUNION BREAKFAST (on top), Clare Appel, His Eminence James C. Cardinal McGuigan and J. J. Fitzgibbons, Jr., and below Reverend Gerrard McKernan, the Cardinal and J. J. Fitzgibbons, C.B.E.

Danny Kaye in New York for **UNICEF** meeting, after completing principal production on **Paramount's** "The Court Jester." **UA** signs **Ruth Roman** for role in the screen version of **Clifford Odets'** "The Big Knife."

Warner's announces that **Ella Fitzgerald** will sing the title song in "Pete Kelly's Blues," directed by **Jack Webb. Mark Robson's** next directional stint for **Columbia,** will be "The Harder They Fall," story of the prize-fight racket starring **Humphrey Bogart.**

June 1st set by **MGM** as the starting date for their next **Lucille Ball-Desi Arnaz** comedy, which is to be produced in **CinemaScope** and color at the **Desilu** studios. **20th-Fox** in high gear with five major **CinemaScope** films before the cameras, "House of Bamboo," "The Left Hand of God," "Many-Splendored Thing," "How to be Very, Very Popular," and "Sir Walter Raleigh."

David Knight topcast in **JARO's** "Out of the Clouds," which is being produced in **Eastman Colour** at the **Ealing** studios. **Universal** books new color featurette "A World of Beauty," to play in conjunction with the engagement of "Man Without a Star," at the Victoria Theatre, New York.

Dan O'Herlihy, who was born in Dublin, is portraying his first Irish role, as Lordy Derry in **20th-Fox's** "Sir WalterRaleigh." **Guy Madison,** after completing his role in "5 Against the House," for **Columbia,** returns to that studio to team with **Victor Mature** in "Last Frontier."

Warner's hands **Elizabeth Taylor** the femme lead in the film dramatization of **Edna Ferber's** novel, "Giant."

FLASH!!

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